



CLAYTON CENTURY FOUNDATION

enriching our community

Clayton Century Foundation Board of Directors Meeting Minutes

**Wednesday, July 29, 2015
Heritage Building, Courtroom
10 N. Brentwood
5:30 pm**

Attendees: Judy Goodman, JJ Flotken, Gary Krosch, Gary Feder, Bob Paster, Mike Zaccarello, Janet Horlacher, Cheryl Verde, Cindy Berger, Richard Lintz, Ben Uchitelle, Sarah Melinger, Jason Braidwood, Michelle Harris

Absent: John McCormick, Linda Goldstein, Mont Levy, David Anderson, Jill Fisher, Steven Rosenblum, Sally Cohn, Cindy Rapponotti, Elizabeth Robb, Cordell Whitlock, Ira Berkowitz

Staff: Sarah Umlauf – Community Resource Coordinator, Patty DeForrest – Director of Parks and Recreation

1. Call to Order

Judy Goodman called the meeting to order.

Judy reported on summer activities and the extensive work of Gary Feder to update the organization's bylaws. Judy thanked Gary for his work on the foundation's important documents.

Brie Cella is no longer working with the Clayton Century Foundation but her position was recently posted.

At the next Executive Committee meeting taking place on August 20 at City Hall, Elizabeth Robb will be in attendance to evaluate the current makeup of the board and to make recommendations for open seats. All members are invited to attend if available or may send suggested names to Judy for consideration. The group will consider adding emeritus board members.

The St. Louis Community Foundation will be leasing #2 Oak Knoll, the former home of the St. Louis Artists' Guild. Judy has met with their Executive Director and has invited her to attend the CCF's October Board meeting. There was some discussion regarding their lease and Patty informed the group that the details of the lease were still being negotiated.

2. Review of April 29, 2015 Minutes

While the minutes are accurate, Judy Goodman noted that since the April meeting, CCF and Armstrong Teasdale have agreed to hold All That Glitters on Thursday, February 25, 2016. Judy asks that board members mark this change in their calendars. Cindy Berger moved to approve the minutes as submitted. Gary Feder seconded. The April minutes were approved unanimously.

3. Financial Report

Gary Krosch presented the March financials to the Board of Directors. Gary reported that CCF currently has \$95,675 in unrestricted funds which is in line with the recommendation to have at least \$50,000 on hand at all times for expenses. Following the presentation of the financial report, there was some discussion regarding the allocation of surplus funds following the completion of a project. It was suggested that the money go into an account for general project maintenance.

4. Resolution 15-03, Support of Heritage Center

The Clayton Century Foundation (CCF) Board is being asked to allocate \$5,000 of unrestricted funds for the Clayton Heritage Center. To-date, CCF has raised close to \$4,500 for the project. Construction at the Center of Clayton could begin once CCF raises a total of \$30,000; however, the fundraising goal for the project will remain \$50,000. Judy moved to approve Resolution 15-03. Bob Paster seconded the motion.

There was some discussion including board members praising the value and importance of the project. Sarah Melinger cautioned against starting the project before fundraising was completed and suggested adding a donor wall to the project. The group could try and solicit 50 donors at the \$1,000 level.

Following discussion, the board unanimously approved the motion in support of Resolution 15-03.

5. CCF Bylaws

Gary Feder presented the amended Bylaws to the Board of Directors noting that roughly half of the old Bylaws had been removed due to irrelevancies. Gary reviewed the major changes with the board including the make-up of the Board of Directors and the officers. Gary also noted that the concept of core initiatives is taken directly from the Manual of Procedures. CCF History is noted as being the only active initiative with all others absorbed into the organization.

The amended Bylaws will be voted on at the October Board of Directors meeting. If you have any comments, please submit them to Gary Feder before then. Gary will continue to work with the City of Clayton to update the Memorandum of Understanding so that it falls in line with the amended Bylaws and CCF Manual of Procedures.

Judy commended Gary for his work.

6. Development Report

Judy noted that in Steven's absence, an update on projects related to Major Gifts would be delivered in the Staff Report.

JJ Flotken reported on the Annual Fund Committee activities at CCF Sundays this Summer and noted that although the weather had not been cooperative, attendees at the events seemed to have a great time. JJ also noted that the mid-year mailer was consistent with past mid-year mailers and was not a direct ask to the community.

Sarah Melinger presented the report on the Mid-year mailer and noted that CCF did better than break even and the mailer resonated with people in the community.

The planned end-of-year solicitation will be mailed in November to the community but there will also be a targeted, personalized ask sent to lapsed donors. There will also be a separate mailing to 2015 donors thanking them for their contribution. The mailer to the community will include the top five reasons to give to CCF in hopes of resonating with different interests.

JJ thanked Sarah Melinger for her leadership and noted that her knowledge and experience has been invaluable to Annual Fund.

Lastly, JJ reported that Annual Fund is planning to send an electronic survey to our distribution list in order to better understand CCF supporters and what interests them. Jason Braidwood wondered if JJ could find help with the City's firm in developing the survey. It was also suggested that Ed Finkelstein could be a resource.

7. Special Reports

Patty DeForrest provided an update on CCF projects through a presentation that highlighted the Follman Plaza, Newman Green, Chapman Plaza, and the Generations Project. Patty also discussed the results of the City's survey as it relates to the Ice Rink. Based on the survey results, the Parks and Recreation Commission recommended and the Board of Alderman approved a plan to temporarily fix the Ice Rink to keep it operational for the next three years at which time the City will build a new Ice Rink using existing funding and without a tax increase.

Sarah Umlauf reported on recent and upcoming CCF programs and events including CCF Sundays this Summer with dates still remaining for Food Truck Sundays in Shaw Park and Musical Nights in Oak Knoll Park. The CCF History Speaker Series will have two more lectures this year including September 16 at the Center of Clayton featuring Chris Hexter and on November 18 at the Church of St. Michael St. George featuring Andy Hahn and Sarah Umlauf. The Harvest Moon Celebration at Hanley Park will take place on Saturday, September 26. Sarah also pointed out the Development Coordinator position is currently listed on the City of Clayton's website and encouraged board members to share news about the posting. Lastly, Sarah reported on the success of the organization's electronic communications.

8. New Business

There was no new business.

9. Next Meeting

The next meeting will be Wednesday, October 28, 2015 at 5:30pm at 10 S. Brentwood Boulevard.

10. Adjourn

The meeting was adjourned at 7:00 pm.